



Says

What have we heard them say?
What can we imagine them saying?

"We need a operationage comprehensive Solution our diverse financial Handing finances for our tourist Corporation complex" grown increasingly



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

"Managing revenue from various Sources and tracking expenses is Stime consuming effectively. Process ZOHO Books Can



Persona’s name
Short summary of the persona

Collect and Organize financial data from like tours. different revenue stream ticket salles, accomodations, and

Belief when financial tasks are efficiently completed and accurate



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?